

Beknazarov Farhod Abduvahidovich

*Independent Researcher of Samarkand Institute of
Economics and Service.*

E-mail: beknazarov_f@sies.uz

Abstract: *The article covers theoretical and practical information on the potential of tourism development in the Samarkand region, the potential of tourism development, and the potential of tourism development.*

Keywords: *tourism, historical monuments, pilgrimage tourism, recreational tourism, gastronomic tourism, religious tourism, speleotourism, ecotourism, historical and architectural monuments, safari tours, hunting tourism*

INTRODUCTION:

Tourism is an integral part of market relations as one of the most profitable types of business in the world. Tourism has become a rapidly growing industry in many countries around the world. The tourism sector is developing in close cooperation with the transport, communications, trade, construction, agriculture and consumer goods industries of the world economy and is gaining a place in the world economy. It is known that tourism has become one of the most lucrative sectors in the world economy. It also has a special role in providing employment for the able-bodied population. In this regard, countries around the world are trying to continuously develop this area.

The number of tourists in the world is growing, primarily due to the fact that rapidly developing countries in the field of tourism have established efficient use of tourism resources and ensure its sustainable development. In particular, the number of tourists visiting our country is growing every year. It is expedient to use it effectively even in the current conditions of protection from the effects of the global pandemic. This requires the study of scientific, theoretical and practical aspects of the effective use of tourism resources in Uzbekistan, especially in the Samarkand region, the development of the industry at the level of modern requirements, the effective use of tourism resources.

DISCUSSIONS AND RESULTS:

Tourism is not only an economic but also a social sector. Its main service is provided to the consumer during the consumption process. It consists of material and intangible benefits and serves to ensure the rest and health of tourists. Tourism also plays an important role in shaping the general education, literacy and cultural and spiritual outlook of the population. Tourism resources are national treasures that reflect the historical and architectural monuments of the region, the beauty of nature, the national culture of the peoples, their unique customs, national traditions and spirituality. It is possible to determine the prospects for the development of the tourism industry, depending on the state of nature of these ancient architectural monuments, cultural sites and the environment, as well as to form an idea of the potential and opportunities of tourism resources.

Now it is possible to organize recreation through tourism resources, to restore human vitality, to ensure the efficient and proper use of leisure time. Rational use of tourism resources also plays an

important role in the development of the individual, the development of intellectual potential of tourists, the improvement of their mental state, personal development, the positive formation of international, interstate and long-distance relations. In addition, tourism resources will increase the social efficiency of tourism. It is also understood that this sector directly provides preferential travel to the most vulnerable segments of the population, such as schoolchildren, retirees, students, the disabled, the elderly. Most importantly, the investment in this area will be designed not only for profit, but also for the social support of the population. First of all, tourism resources bring spiritual benefits to tourists, that is, their worldview expands, they become physically healthier and their spiritual wealth increases, they enjoy the perception of the environment and being influenced by them.

The role of tourism resources in the sustainable development of tourism is great. Today, in many countries, the tourism industry is an important factor in the development of the national economy.

In recent years, large-scale reconstruction and repair of historical, religious and pilgrimage monuments, tombs of great figures, dachs, mosques and madrasas in many regions of the country have been carried out. As a result, the number of tourism resources has increased and their condition has significantly improved. This is becoming an important factor in the development of tourism, especially in the sustainable development of pilgrimage tourism.

There are many opportunities for the development of tourism in the country, as well as its individual types, which can be seen in the following categories of tourist resources (Figure 1).

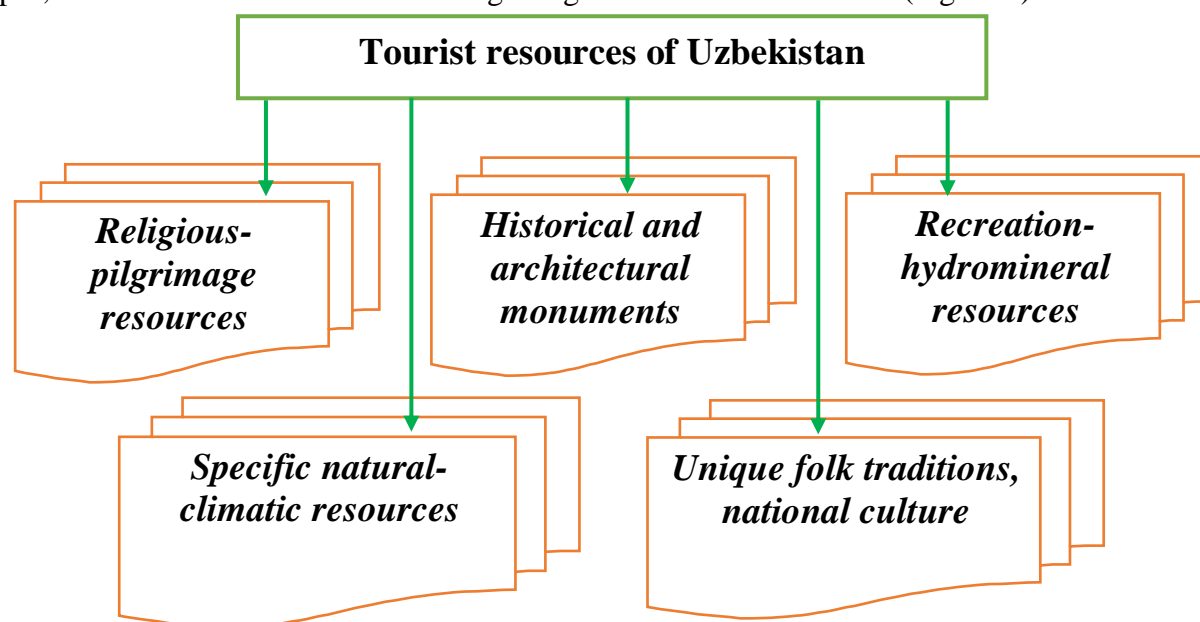


Figure 1. Categories of tourist resources of Uzbekistan ¹

There are more than 7,000 historical, cultural, architectural and archeological tourist sites in Uzbekistan. According to the data, there are 144 tourist sites in Tashkent, 118 in Samarkand, 201 in Bukhara and 310 in Khiva. These data show that our country has sufficient resource potential for the development of pilgrimage tourism.

Tourism scientists R.Hayitbaev and R.Amriddinova emphasize that the potential of tourist resources of the country is huge, it is possible to develop the following main types of tourism: pilgrimage tourism, tourism of historical monuments, ecological tourism, archeological tourism, sports

¹ Тадқиқотлар натижасида муаллифлар томонидан ишлаб чиқилган.

tourism, health tourism, recreational tourism, hunting tourism, professional tourism, scientific tourism, commercial tourism (shop tourism), social tourism, excursion (acquaintance, sightseeing) tourism, urban tourism.

Today, all regions of the country have the potential of unique tourist resources, and there is an opportunity to specialize these areas in certain types of tourism. In particular, today Samarkand region is recognized as a tourist center. This tourist region has a unique rich tourist potential. The region attracts local and foreign tourists with its historical monuments, sacred sites, unique customs and traditions of local peoples, architecture, archeology, urban planning, as well as national crafts and unique culture and art, beautiful nature, its natural landscape, sacred sites. is coming.

Located at the crossroads of the Great Silk Road, Samarkand region is one of the most attractive tourist centers in the country. According to the Main Department for Protection and Use of Cultural Heritage, there are 291 architectural, 1452 archeological, 36 historical, 188 monumental art and sculptural monuments in the region.

Territorially, Samarkand region is located in the center of the country, and the natural conditions of the region, its surface structure, ie its southern, northern and northeastern mountains, have led to the development of recreational resources. The presence of river banks, steppes and deserts in its plains also has a special meaning in the field of tourism. Groundwater and surface hydrological resources of the region are naturally formed landscapes (natural landscapes) in the mountains, foothills and intermountain streams, rich flora and fauna of the region, healing springs, lakes, beautiful waterfalls, ancient rare trees of the millennium. further enhances tourism potential. The healing springs, spring waters and muds of the Zarafshan River can be used to restore the health, well-being and recreation of the population. This will create opportunities for the development of pilgrimage tourism, recreational tourism, health tourism and ecotourism in the region.

Today, cave tourism, ie speleotourism, is also developing rapidly in the world. Caves are the basis for the development of underground travel. There are many caves in the Zarafshan and Nurata mountain ranges of the region. The Cave Mountains are famous for their caves - Lev and Kils. Lev cave is located in the Bulbulzor river of Amankotan, where people lived in the Stone Age 40-50 thousand years ago. Kils mine cave was discovered in 1980 by scientists from Kiev. The depth of this cave is more than 800 meters. It ranks 3rd in the world in terms of vertical depth. On the basis of these resources, it is possible to develop speleotourism in the region, increase the flow of speleotourists visiting our country.

The fauna of Samarkand region is also diverse, with representatives of the family of reptiles, various birds and ungulates in the mountains and foothills. They, in particular, give a special charm and beauty to the landscape of these places, allow to organize an interesting holiday for tourists and to organize hunting tourism.

During the centuries-old history of Samarkand, culture, art, science, trade and handicrafts have developed. For this reason, many buildings and structures have been built in Samarkand. Especially during the reign of the great master Amir Temur, the city of Samarkand became more beautiful. This has increased the potential of historical and architectural monuments of the region.

There are 73 large historical and architectural monuments in Samarkand, and the city of Samarkand is rich in ancient architectural monuments. Architectural monuments such as Ulugbek Madrasah, Observatory, Restaurant, Registan Ensemble, Ruhobod, Abdi Darun Mausoleum, Hazrati Hizr Mosque, Shahi Zinda Complex, Bibikhanim Mosque, Gori Amir Mausoleum amaze foreign

tourists. These historical and architectural monuments provide an opportunity to develop tourism of historical monuments.

Samarkand is revered as a place where saints, saints and great people live forever. In order to visit the cemeteries of religious scholars, great people, saints, to rejoice the spirit of the past, our people visit the shrines in the city of Samarkand and its districts. The availability of resources for the development of pilgrimage tourism in Samarkand, namely Imam al-Bukhari, Shahi-zinda, Hazrati Hizir, Ruhabad, Moturudi, Hazrati Dawud, Chorchinor and many other shrines, further enhances the image of pilgrimage tourism in the region. Due to this, taking into account the high potential of pilgrimage tourism in the region, the inclusion of existing shrines in the routes, their study in terms of tourism, the creation of a database and mapping are among the urgent tasks.

It is well known that people are interested in the lifestyles, customs and traditions of people living in another country. This, in turn, leads to the formation of ethnographic tourism. Uzbekistan has a rich spiritual history, unique national traditions and culture. There is no doubt that other peoples are especially interested in the ancient traditions, customs and weddings of the population. Each district of the region has its own national traditions, customs, culture of national costumes of the local people, the presence of delicious national dishes, which indicates the high potential for the development of ethnographic and gastronomic tourism in the region. For example, the traditions of the villagers of Koshrabad and Nurabad districts, the preparation of national dishes, their dress, kupkari, various national sports, as well as hand-woven carpets, embroidery, wedding ceremonies can make a great impression on tourists.

Uzbekistan has long been famous for its handicrafts. At present, there are a number of enterprises in the region that produce souvenirs and tourist souvenirs based on folk crafts. They produce porcelain and ceramics, knives, ceramic toys, jewelry, carpets, national costumes and other items. Tourists visiting Samarkand, of course, are interested in watching the works of folk masters and craftsmen, which necessitates the development of national craft tourism in the region.

CONCLUSION:

Our country is one of the leading countries in Central Asia in terms of tourism development opportunities, and the Republic is rich in historical, archeological, architectural, artistic and other tourist resources. This will increase the level of sustainable development of all types of tourism in the country, increase the flow of tourists, the development of attractive tourism products.

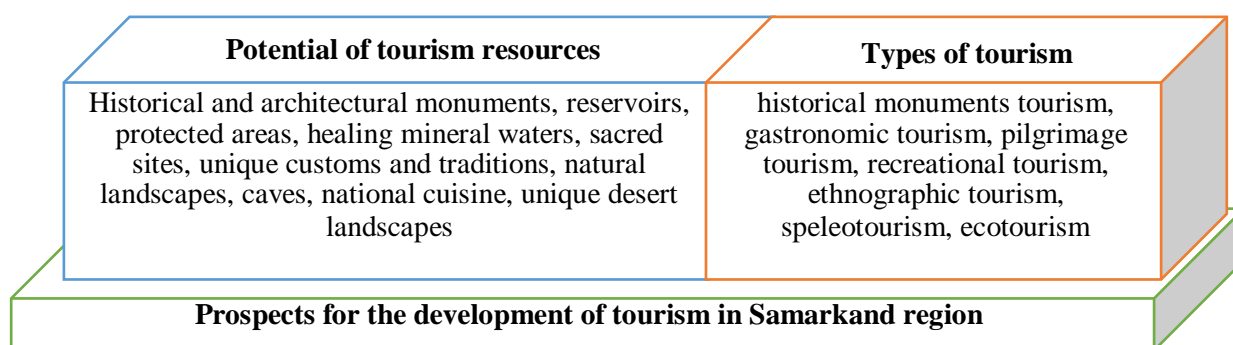


Figure 2. Potential of tourism resources of Samarkand region and opportunities for the development of tourism ²

² As a result of the research, developed by the authors.

It should be noted that Samarkand region has the potential of tourism resources that provide an international flow of tourists not only in the region but also throughout the country (Figure 2). As can be seen from the above information, there are opportunities to develop almost all types of tourism in the region, which will allow tourists in our country to form a complex and thematic tour packages. As a result, there is no uniformity in the development of tour routes and boring situations that can occur in tourists are not allowed

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