

Economical and Touristical Bases of Innovative Development in Samarkand Region

Dilnoza Yuldasheva

Associate Professor, Head of the Department of Uzbek Language and Literature,
Samarkand Institute of Economics and Service

Abstract:

General purpose, which is the overall purpose of tourism in Samarkand, effective ways of illustrating profitable touristic department, observation about emphasized focuses of Samarkand's tourism industry.

Keywords: historical buildings, tourism, industry, impact, productivity, entertainment places, culture.

Undoubtedly, Uzbekistan has a profitable use of the large number of potential tourism, however in a current situation it is not being used effectively enough. The purposeful development of tourism industry in our country, the beneficial use of a large number of potential cultural and historical tourism, the emergence of modern environmental, sportive, educational and other tourism departments. It is noteworthy to mention that Samarkand is considered to be one of the internationally recognized touristic centers. The entire oasis and its people have captured the attention of global population by its unique culture, affluent historical heritage, ancient and medieval monuments. There is a total of 69 tourism operators and 107 place items are operating in Samarkand Region. Inscription of historical part of Samarkand in UNESCO World Heritage List in 2001 considerably contributed to its preservation and development. The further development of the tourism industry of the city requires the efforts of archaeologist, historians, experts in architecture and culture, as well as local and international expertise in these domains, establishment of cultural and scientific cooperation with international organization UNESCO.

Today, in order to develop the tourism potential of the Samarkand region, increase the efficiency of using the unique cultural heritage of tourists on a wide range of favorable conditions, create a modern tourist infrastructure, ensure the consistent development of tourism in this area and create a tourist zone "Samarkand city", appropriate measures are being taken.

In recent years, as a result of the country's tourism development reforms, the visit of tourists in Samarkand has increased significantly. According to data, 1 million 433 thousand tourists visited the region in the first six months of the year, 227 thousand of them were foreign tourists. Compared to the figures of the previous year, the visit of tourists has increased four times. Further increase in the flow of tourists and creation of the necessary infrastructure for this purpose require expanding the capabilities of the air gates of Samarkand. In addition, 76.2 thousand foreigners visited the Samarkand region in 2016, 179.5 thousand in 2017, however in 2019 the region received twice as many tourists as in 2017 - 2 million local and 351 thousand foreign tourists. They received \$ 116.7 million in services. The average length of stay of foreign tourists in the region was 2.5 days. This year, 2.5 million local and 500,000 foreign citizens are expected to arrive. The Samarkand region and the existing tourist potential of the city are not fully used, in particular, the existing facilities, the type and quality of services provided in them, the roads leading to tourist sites, the number of entertainment facilities and professional skills of guides are not at the top level of demand. Tourism

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industry actually becomes one of the leading sectors of our national-economical system. Samarkand considered one of the famous ancient cities of Uzbekistan, and a great number of foreign citizens come from every corner of the world in order to visit Samarkand and inspire with its breathtaking and panoramic views. There are over 541 sites of historical and touristic value in Samarkand. Except from abovementioned decree, there are several resolutions which are contributed special role for developing tourism branch in Samarkand region. Summarizing vital measurements for the development of the tourism industry, several priority steps should be undertaken. According to these legislative acts, a plan of measures was developed in order to create favorable conditions for foreign tourists visiting our region, and to improve the quality of services supplied to them.

Until recent years, our proposed tourist routes were mainly limited to historical monuments and museums in Samarkand. However, today in our region the historical-cultural, pilgrimage, ecological, gastronomic, cultural-educational, archeological, health-improving and agrotourism directions of tourism are rapidly developing, and the number of objects 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 mosques in Samarkand and other districts and cities of the region have been included in the pilgrimage tourism route in recent years. Zarafshan National Park in Jambay, Ohalik and Mironkul mountain villages in Samarkand region, Takhtakoracha in Urgut and reservoirs and caves in Beshkon, Omonkoton, Qoratepa villages, mountainous areas, Sazagon in Mirobod district, Sazagon in Nurabad district. The areas which are located near the springs in Pangat, Qizilbel, Karatash, Jonbulak, villages of Koshrabat, Fozilmon state forestry are popular with tourists. The establishment of service points around these facilities provides employment for the population and provides them with a stable source of income. The ecotourism center in Zarafshan National Park, Chinaras agro-eco-tourism area 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 "Palov Festival", "Oriental Sweets", "Kishmish", "Silk Road Bazaar" festivals, "Novvot 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. This year, the gastronomic and ethnic-animation center "Konigil House", located in "Konigil mahalla" of Samarkand district, was introduced as a new direction. Last year, it was planned to include the Bogi-baland figs, which is also called fruits of paradise, in Samarkand, as well as to make it easier for tourists to taste the fruits and get acquainted with these gardens. In addition, agro-tourism and health tourism have recently become popular in the region, and the flow of visitors in these areas is growing significantly.

The development goals of the tourism sector of the Republic of Uzbekistan between the years 2019-2025 are aimed at transforming tourism into a strategic sector of the national economy and achieving its target indicators according to the application, by diversifying and improving the quality of tourist services, improving the tourist infrastructure, including by attracting foreign investment, effective advertising and marketing work. Samarkand also plays a crucial role on the way of enhancing tourism in Uzbekistan. So, in order to improve tourism industry in Uzbekistan as well as in Samarkand and in other regions, government should take into consideration some essential needs and service to support them. It includes several following services:

1. Advertisement and service (sale) services (growth of itineraries, booking of transport, accommodation).

2. Services of administrative organizing (rent, quarantine, currency, customs, police, as well as visa, passport).
3. Information services (tourist resources in a particular region of the globe, means of residing, customs and border procedures, currency rates in the country of origin, newspapers, magazines, travel guides about the types and directions of transport).
4. Inspections on the protection of historical and cultural places.
5. Travel accommodation (hotels, camping, boarding houses, sanatoriums, tourist bases, etc.).
6. Travel food (restaurants, cafes, bars, etc.)
7. Traveling around the country in different types of passenger transport and taking it from other countries.
8. To meet the practical and scientific interests of tourists (participation in congresses, assemblies, scientific conferences, seminars, fairs and exhibitions, participation in general and special trade events).
9. Trading services of general and special trading enterprises (sale of gifts, cards, etc.)
10. Insurance and medical services
11. Excursion services (translators, groups, tour guides).
12. Services for satisfying cultural interests (visits to theaters, cinemas, concert halls, parks and other nature and sporting events).

It is also worth to note that, in recent years, a number of important decisions have been made in the Samarkand region, including the resolutions of the President of the Republic of Uzbekistan "On additional measures for the further development of tourism in the Samarkand region for 2018-2019" and "On the establishment of the International University of Tourism "Silk Road" (dated 06/28/2018). A resolution was also adopted by the Cabinet of Ministers of the Republic of Uzbekistan "On measures to accelerate the development of the tourist potential of the city of Samarkand and the Samarkand region for 2017-2019", which allowed to give a significant impetus to the development of the tourism sector, increase the additional flow of tourists, and expand employment, which in general makes it possible to increase the role of tourism in the economy of the Samarkand region. At the same time, a comprehensive analysis of the measures taken to develop tourism in the country, the changing situation on world markets and the increasing competition among the countries of the Great Silk Road require further solutions to a number of problems in the field of ensuring the availability and interconnection of transport services, the competitiveness of tourist infrastructure capable of serving at a high and high quality the level of both external and internal tourists, as well as the recognition of the national tourism brand in the world market. In addition to huge projects, private business implements projects that do not require much money and time and contribute all their efforts to the development of the industry. It is worth noting that, 93 hotels with 820 beds have been launched in the city of Samarkand and in the picturesque mountain regions which are located in nearby Samarkand. At the international tourism exhibitions Arabian Travel Market in the United Arab Emirates, presentations of the tourism potential and opportunities of Samarkand were held. In addition, creators of foreign TV channels came to Samarkand and prepared special programs. It should be highlighted that, last year Samarkand became a member of the World Tourism Cities Federation (WTCF). This means that Samarkand will undoubtedly take its place among the world's tourist cities and become a major tourist center.

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