

## PROSPECTS OF TOURISM DEVELOPMENT IN UZBEKISTAN

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**M.Dehqonboeva**

*Senior Lecturer, Department of geography, Fergana State University*

**Resume:***The article is devoted to the study of cultural landscapes as a heritage phenomenon. The forms of protection of landscape values established by the legislation are considered, the main attention is paid to the zones of protection of cultural heritage objects.*

**Key words:***cultural landscapes, natural and cultural heritage, attractions, protected zones, museums and reserves, national gardens, organizational forms of heritage protection, objects of protection.*

The travel business is one of the most dynamic developing sectors of the world economy. Current trends in the development of tourism indicate an increase in its influence on the world the economy as a whole and the economy of individual countries [Bu Xiao, 2016].

World practice shows that the tourist business is second only to oil production and refining in terms of profitability and dynamic development. [Maklashina, 2011].

In addition to the impact on the economies of many countries, international tourism affects their social, cultural and ecological environment. Therefore not by chance that interest in this activity increases every year, involving almost all countries of the world, including Uzbekistan, enter it.

By the Decree of the President of the Republic of Uzbekistan dated December 2, 2016 No. UP4861 "On measures to ensure the accelerated development of the tourism industry Of the Republic of Uzbekistan ", targets and priorities have been defined state policy in the field of tourism for the medium term [Decree of the President of the Republic of Uzbekistan dated December 2, 2016]. The main purpose state policy for the development of tourism in the Republic of Uzbekistan for the period 2017-2021 is the creation of a modern, highly efficient and competitive tourist complex, providing wide opportunities to meet the needs of citizens of Uzbekistan and foreign visitors in a variety of tourist services, and its integration into the world tourism community.

To create optimal conditions in the republic for the implementation of set tasks, a program of specific measures was developed to implement the concept of development of the tourism industry of the Republic of Uzbekistan, delivered the following tasks:

- creation of optimal organizational, managerial and financial system in the field of tourism based on interaction mechanisms public, public and private initiatives, as well as an introduction to the action of a set of specific regulatory and legal measures that

enhance responsibility of society and the state for the state and degree of development mass tourism;

- improvement of modern organizational and legal mechanisms development of the tourism sector based on the study of advanced foreign experience;

- study and development of proposals for the ratification of some international conventions in the field of tourism;

- creation of favorable conditions for doing business by investors through inclusion of the tourism sector in the List of sectors of the economy for which the benefits provided to direct private foreign investments, approved by the Decree of the President of the Republic of Uzbekistan dated 10 April 2012 No. UP-4434;

- defining the principles of reconstruction and improvement material and technical base of tourism, development and creation of facilities tourist infrastructure;

- creation of a permanent information and propaganda and educational and educational system, including drawing up an annual calendar of major cultural events. Broad advertising and propaganda historical dates to promote the tourism potential of the country in order to attracting new flows of tourists;

- systematization of tourist routes of the Republic of Uzbekistan, creation a unified system of coded numbering of tourist routes and information base of the route network;

- involvement of farms and dekhkans in the tourist turnover, residents of rural areas, mainly from remote, mountainous localities;

- construction of residential complexes according to standard projects - "tourist mahalla "1 in traditional architecture using modern construction materials for dehkans and farmers who have the intention and opportunities to receive tourists within the framework of rural and ethnographic tours (traditional life, crafts, cooking, etc.);

1 Mahalla (Uzbek quarter) - a system of relations between residents one quarter that existed in Uzbekistan for many centuries and significantly influenced the development of Uzbek traditions and everyday life. Prospects for the development of tourism in Uzbekistan [57]

- creation on the territory of farms of model associations in the form of agro-ethnic villages included in a single structure (rural tourist cluster), by expanding and diversifying their activities and production tasting products (agricultural products, including wine products, dried fruits and sweets, etc.);

- constant promotion of the country's tourism potential by placement of educational and informational materials about tourist the potential of Uzbekistan; creation of a cycle of television programs with the participation of local and foreign cultural and artistic figures covering the rich cultural, historical and tourist potential of the regions, including for familiarization with the traditions and identity of the peoples of Uzbekistan;

- implementation of a program for the development of domestic tourism, including yourself a list of activities aimed at promoting the internal tourism among citizens of Uzbekistan of all ages;

- expansion and fundamental improvement of the system differentiated training of specialists in relation to the main types of their professional activities in tourism; creating appropriate jobs with year-round employment; strengthening and revitalization of fundamental and applied scientific research on problems mass tourism;

- the introduction of tourism into the system of educational institutions and institutions of all types, in sports and health camps, on enterprises and organizations at the place of residence of the population;

- organization of training for residents of hard-to-reach and remote areas with tourism potential, skills to attract and high-quality tourist service, carried out on a regular basis outreach work with the local population about the possibilities of ecological tours, the creation of the necessary infrastructure for comfort of tourists.

The Republic of Uzbekistan has a rich cultural, historical and natural heritage, has an advantageous geopolitical position and is of considerable interest to tourists from different countries.

The tourism potential in the field of cultural heritage is extremely high: there are 7.3 thousand objects of cultural heritage in Uzbekistan, some of them are included in the UNESCO World Heritage List. By the territory of Uzbekistan passed the Silk Road, and 27% of the total tourists are foreign tourists interested in relevant tours. Uzbekistan has a huge number of cultural and natural attractions, including 106 museums, 52 theaters, 187 parks of culture and recreation, 1 circus, 2 zoos, 7.3 thousand monuments history and culture, 11 national nature parks and reserves, 12 nature reserves [Tourist Friendly in Uzbek, 2017]. In the republic at present there are 3 museum-reserves, which play a vital role in formation of an attractive image of Uzbekistan abroad. Taking into account the rich history of Uzbekistan, of particular importance is cultural tourism that promotes mutual understanding and mutual respect among peoples, reduces the level of intolerance and rejection of others cultures brings many benefits to those countries that actively attract attention to their cultural heritage 1.

Cultural tourism in the modern world is developing in three interrelated and complementary directions [Moshnyaga, 2005]:

- 1) knowledge of culture and cultural heritage;
- 2) protection and revival of culture;
- 3) dialogue of cultures.

Program of specific measures for the implementation of the Development Concept tourism industry of the Republic of Uzbekistan in 2017–2021 proposes implementation of the following tasks in the development of cultural tourism:

- formation of a modern tourist complex of the republic, allowing the fullest use of the existing huge potential for the development of various types of tourism based on the renewal of existing cultural and historical tourist programs, regular entry diversity in traditional tourist routes to stimulate repeat visits;

- development and implementation of programs of social, cultural, educational, pilgrimage, ecological, ethnocultural, gastronomic, sports, health-improving, rural, industrial, business and other types of tourism to create a diverse, attractive and competitive tourist product of the Republic Uzbekistan;

The objects and phenomena of cultural heritage include: monuments architecture, monumental sculpture, painting, archeology, history; works of fiction, oral folk art, classical and folk music; items of folk life and costumes; primordial folk crafts; folklore, customs, traditions, holidays, religious ceremonies and rituals; national languages; science achievements [Petrova et al., 2010; Afanasyev, 2016]. Tourism development prospects in Uzbekistan [59]

- formation of an idea of the Republic of Uzbekistan as a country, favorable for tourism.

The program provides for the implementation of systemic measures to preservation and enhancement of national cultural and spiritual heritage, expansion and strengthening of interstate and international cultural ties, widespread propaganda abroad of cultural and historical holiday dates. For example, birthdays of great historical figures Uzbek people, thinkers and scientists who lived in the territory Uzbekistan, as well as the dates of the founding of ancient cities. For example, birthdays great historical figures of the Uzbek people: the 900th anniversary of Burkhoniddin Al-Marginoni (2018), 1220th anniversary of Al-Fergani (2018), 625th anniversary of Mirzo Ulugbek (2019), 1040th anniversary of Abu Ali ibn Sina (2020), 1150th anniversary of Imam Abu Mansur Al-Maturidi (2020), 565th anniversary of Kamoliddin Behzod (2020),

580th anniversary of A. Navoi (2021), 540th anniversary of Babur (2023), 1240th anniversary of Al Khorezmi (2023), 1050th anniversary of Al-Biruni (2023), 950th anniversary of Mahmoud al-Zamakhshari

(2025), etc. In order to provide tourists with educational information about each region of Uzbekistan is proposed to publish on a regular basis "Almanac about Uzbekistan" with various tourist themes, when each issue dedicated to a particular region with a description of the characteristics and culture of its residents, in the form of magazines and in electronic form, convenient for downloading. It is planned to create a series of documentaries dedicated to famous figures of culture and art who are from Uzbekistan, including Alexander Abdulova (Fergana), Dmitry Kharatyan (Almalyk), Yuri Antonov (Tashkent), as well as V. Vysotsky (about his tour in Bukhara).

Workshops of the ancients contribute to the development of ethnographic tourism cities of Uzbekistan for the production of fabrics (raspberry velvet, brocade, silk), carpets, metal and leather products, jewelry, Samarkand paper. In Khiva, folk craftsmen - usto - mint an elegant pattern, in Margilan you can visit the famous masters of silk weaving - abrbandov - and observe the production process. Folk traditions and the presence of various ethnic settlements (Tajik, Kazakh, Uzbek, Kyrgyz), in which ancient customs have been preserved, opens great opportunities to attract tourists. Of particular

interest is an initiative to develop tourism in the historical destinations of the ancient Silk Road. Speaking on May 15, 2017 at the International Forum in Beijing "One belt, one road", President of Uzbekistan Sh. Mirziyoyev stressed that "The Belt and Road project, which aims to revive this path, plays an important role in the further expansion of economic cooperation, creating even more favorable conditions for trade and investment, development of transport and communication infrastructure, potential partnerships in agriculture, tourism, education and culture" <sup>1</sup>. In general, it can be noted that the tourism industry of the Republic of Uzbekistan is becoming a dynamic and fairly successful industry of the national economy, which brings significant benefits to both the state and private companies and residents of the country.

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